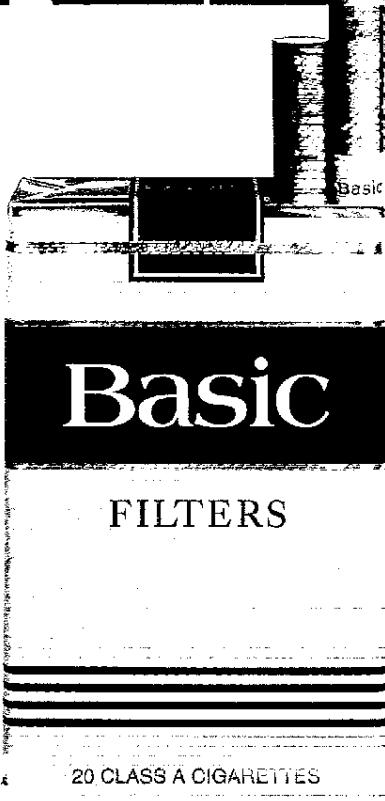


YOUR Basic FREEBIE

You've got the
Basic idea.
A good tasting
cigarette for a good
price. And with
this coupon, the
price is even better.
Now that's a
Basic deal.



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Ultra Lights: 6 mg "tar," 0.5 mg nicotine—Lights: 11 mg "tar," 0.8 mg nicotine
Kings: 16 mg "tar," 1.1 mg nicotine—100's: 18 mg "tar," 1.2 mg nicotine
Non-Filter: 25 mc "tar," 1.6 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

MANUFACTURER COUPON | EXPIRES MAY 31, 1994

BUY 1 PACK, GET 1 FREE.

Use this coupon for a free pack of any style
Basic when you buy one. To be eligible for future offers,
please fill out the information below.

Name _____

Address:

1

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Profile

Regular Brand Smoked

By participating in this offer and signing below, I certify I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal laws.

Signature _____ **Date of Birth** / /
(Required) (Required) Month Day Year

**TASTES GOOD.
COSTS LESS.**

Basic

12889



5 28200 52114 4

Consumers can use one coupon per purchase. No limit on the number of coupons used per transaction. Limit one coupon per item.

BASIC CIGARETTES
 will be delivering over 7 million
 coupons to your customers on **March 27, 1994**
 via **News America** Free Standing Inserts
Stock up now! Don't get caught short!

MARKET	NEWSPAPER	CIRC (000)	MARKET	NEWSPAPER	CIRC (000)
ALBANY TRADING AREA 1E0 ALBANY, NY SCHENECTADY, NY TROY, NY POUGHKEEPSIE, NY BURLINGTON, VT PLATTSBURGH, NY	TIMES UNION GAZETTE RECORD JOURNAL FREE PRESS PRESS-REPUBLICAN	165 64 36 64 67 24	TAMPA TRADING AREA 2P0 ST. PETERSBURG, FL TAMPA, FL LAKELAND, FL SARASOTA, FL BRADENTON, FL FORT MYERS, FL NAPLES, FL CHARLOTTE HARBOR, FL	TIMES TRIBUNE LEDGER HERALD-TRIBUNE HERALD NEWS-PRESS NEWS SUN-HERALD	469 402 111 175 63 131 66 32
	District Total: 420 Region Total: 420				Region Total: 1115
SYRACUSE TRADING AREA 1F0 UTICA, NY ELMIRA, NY ITHACA, NY BINGHAMTON, NY SYRACUSE, NY WATERTOWN, NY	OBSERVER-DISPATCH STAR-GAZETTE JOURNAL PRESS & SUN-BULLETIN HERALD-AMERICAN TIMES	68 52 24 94 218 44	MIAMI TRADING AREA 2Q0 MIAMI, FL FORT LAUDERDALE, FL	HERALD SUN-SENTINEL	543 377
	District Total: 500 Region Total: 500				District Total: 1479 Region Total: 1479
					Region Total: 920
BUFFALO TRADING AREA 1G0 BUFFALO, NY ROCHESTER, NY ERIE, PA	NEWS DEMOCRAT & CHRONICLE TIMES-NEWS	389 261 108	LITTLE ROCK TRADING AREA 3F0 LONGVIEW, TX TEXARKANA, TX	NEWS-JOURNAL GAZETTE	41 38
	District Total: 758 Region Total: 758				District Total: 79 Region Total: 79
JACKSONVILLE TRADING AREA 2M0 TALLAHASSEE, FL JACKSONVILLE, FL ST. AUGUSTINE, FL GAINESVILLE, FL	DEMOCRAT TIMES-UNION RECORD SUN	80 259 17 62	DALLAS/FT. WORTH TRADING AREA 3N0 DALLAS, TX FORT WORTH, TX TYLER, TX LUFKIN, TX NACOGDOCHES, TX	MORNING NEWS STAR-TELEGRAM COURIER-TIMES-TELEGRAPH NEWS SENTINEL	835 357 62 17 11
	District Total: 418 Region Total: 418				District Total: 1272 Region Total: 1272
PENSACOLA TRADING AREA 2N0 PENSACOLA, FL	NEWS JOURNAL	87	GREEN BAY TRADING AREA 4N0 GREEN BAY, WI APPLETON, WI OSHKOSH, WI WAUSAU, WI	PRESS GAZETTE POST-CRESCENT NORTHWESTERN HERALD	86 75 27 31
	District Total: 87 Region Total: 87				District Total: 219 Region Total: 219
ORLANDO TRADING AREA 200 OCALA, FL ORLANDO, FL LEESBURG, FL DAYTONA BEACH, FL COCOA-MELBOURNE, FL FORT PIERCE, FL STUART, FL VERO BEACH, FL WEST PALM BEACH, FL BOCA RATON, FL	STAR-BANNER SENTINEL COMMERCIAL NEWS-JOURNAL TODAY TRIBUNE NEWS PRESS-JOURNAL POST NEWS	60 398 37 122 118 31 43 36 240 30	MINNEAPOLIS TRADING AREA 4C0 EAU CLAIRE, WI LA CROSSE, WI	LEADER-TELEGRAM TRIBUNE	42 41
	District Total: 1115		MILWAUKEE TRADING AREA 4Q0 SHEBOYGAN, WI	PRESS	District Total: 83 Region Total: 83
					District Total: 29 Region Total: 29
					Total: 7,379

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